

INTERACTIVE WAGERING SYSTEM  
WITH PROMOTIONS

Abstract

5           An interactive wagering system is provided  
that promotes wagering to users at user equipment. The  
user equipment may be based on a set-top box and  
television, a personal computer, a cellular telephone  
with a display, or other such devices. Wagering may be  
10 promoted by notifying the user of an opportunity to  
place a wager on a given race. Wagering may also be  
promoted by providing the user with an on-screen  
opportunity to sign up for a wagering television  
channel or interactive wagering service. The on-screen  
15 promotions that are displayed to the user may be  
targeted based on the television programming that is  
being displayed or the user's interests. The user's  
activities may be monitored to collect information on  
the user's interests. If a particular race or the like  
20 is being discussed during a television program, the  
user may be provided with an opportunity to wager on  
that race. In this situation, racetrack, race, and  
horse selections may be made in advance for the user.